REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

NOV2/12 12.40

SAS MOD# O: UNAPI	UNAPPROVED REV #1 \$\$\$	*	**CHANGES** *** WFLA-TV	-TV ***
ADV #	ADV. NAME ISS/AMER. CROSSROADS	REP.#	OFF.# SALESMAN #	
AGY #	AGY. NAME CROSSROADS MEDIA LLC	BUYER NAME MICHELLE	ELLE SANTUOSO	MARKA A A A A A A A A A A A A A A A A A A
	66 CANAL CENTER PLAZA, SUITE 555	SALES PRSN WA-	MEGHAN MCGARR (H)	000.0000.000.000.000
	ALEXANDRIA, VA 22314		- Comment of the Comm	
ORDER #	CONTRACT # 6387728	CLASS: NATL.	LOCAL REGIONAL	
PRDCT AMERICAN	CROSSROADS EST#1257 COMMENTS: (LINE, ORDER, I	NVOICE)		
FLIGHT DATES OG	OCT24/12 OCT30/12 WK-1	AUGUSTA	THE PROPERTY. THE PROPERTY OF	
CITY TAX	STATE TAX CO-OP BILLING NEEDED		DATE NOV2/12	12.40
REP: 11/2 REV CANCELED REV TTL \$ PLEASE CO THANKS! K	V D LINE 45 (MONEY WILL BE MD'GD ON HL #6394592) \$255,850 @110x CONFIRM KIM FOR MEGHAN			
CON CM AMERICAN	N CROSSROADS			
:LINE#:REP :CD:	TIME PERIOD : LGTH : SEC : RATE : START : DATE	T : END :SPTS:	WEEK: DAYS:	:TOTL:

OCT/12 PROGRAM : 45 164990.00 NOV/12 AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 27 (I) 1000A-1100A MEET PRESS-SUN 90860.00 ω 0 AGENCY DST# = \$6,500.00 1257 10/28 10/28 0 CONTRACT TOTAL TOTAL SPOTS SUN 255850.00 110 0

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REP HEADLINE# 6387728 TRF# E:063877 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

: LINE#: REF

:LINE#:

.. C.D.:

TIME

PERIOD

LGTH

SEC

RATE

START DATE

END

: /WK:

NEEK

.. ..

DAYS

:TOTL:

REP: TEL# 703-516~9399 CREDIT ADVISORY: AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP

FAX# 703-516-9680

NOV2/12 12.40 *** WFLA-TV ***

MARKET TOTALS \$984,038 WFLA 26% WETS 25% WMOX 0% WISP 25% WXPX 0% WTVT 248 WWSB 08 WTOG 0% WITA 0% WMOR 0%

P-CLASS, PLAN, SECT MOD CODE A-ADD

B-BUY TYPE

C-CANCELLED RIRATE

DE-DELETE

E-EFF DATES

L-LENGTH

M-MAKEGOOD

N-PROGRAM NAME

O-PAID PGM

S-SPOTS PER WEEK

T-TIME

X-LATE Y-DAYS

Z-COMMENTS

*-MULTIPLE

SVC- NSI DEMOS- RA35+*

SHARES ARE ACCURATE, EXCEPT WIVT WHICH IS ESTIMATED

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

Client: Buyer: Associated Copies: No Est/PO Number: Schedule Dates: 06387728 10/22/12 to 11/04/12 American Crossroads/ Issue Submission Cost: Client/Product/Estimate: Contract type: Weeks: 255850 11 /27 /1257 Political Campaign Ref: Sales Rep: Business Type: POLITICAL Business Category: Transactional Order Ref: 06387728 HRP Washington, DC E:063877280

Booking Group: Order: WFLA Key Market: Tampa-St. Petersburg, FL

Demographic:

American Crossroads (L) Household

Product:

,) ,	# I		1	Snot					
Ker	Sales Product Details	KeV Type		Kate	Type		72/01	10/29	lotal	Cost
-1	M-F 1p Days Of Our Lives	02		600	30	Nbr of Spots	1			600
	,	•			Comme					
N	M-F 10a News	02		275	30	Nbr of Spots	-1		1	275
					Comme					
Ü	Fri 10p ET / 9p CT Dateline NBC Friday	01		10000	30	Nbr of Spots	1		-3	10000
					Comme					
4	M-F 1030a Extra	02		250	30	Nbr of Spats	~1			250
	ī				Comme					
ហ	M-Su 11p News	01		2500	30	Nbr of Spots			>	2500
					Comme					
o,	M-F 1135p ET / 1035p CT Tonight Show	01		1300	30	Nbr of Spots	_			1300
					Comme			***************************************		
7	M-F 11a Daytime	02		225	30	Nbr of Spots	1		1	225
	, , , , , , , , , , , , , , , , , , ,				Comme					
တ	M-F 12p Today Show III	01		400	30	Nbr of Spots	1		-3	400
					Comme					
9	M-F 2p Rachael Ray	02		450	30	Nbr of Spots	1		1	450
	The second secon	- ATTENDAMENTAL STATE OF THE ST			Comme	acontinua de la constanta de l				
			Weekl	Weekly Totals: Total Spots(Ord Spots)	Ord Spots)		69	41	110	
				Closed PR			_		N	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

/: Transactional	Business Category: Transactional				: No	Associated Copies: No
POLITICAL	Business Type:	Political	Contract type:		06387728	Est./PO Number:
06387728	Order Ref:	2	Weeks:		10/22/12 to 11/04/12	Schedule Dates:
HRP Washington, DC	Sales Rep:	11 /27 /1257	Client/Product/Estimate:			Buyer:
E:063877280	Campaign Ref:	255850	Submission Cost:	ssue	American Crossroads/ Issue	Client:

			73		20		19		i di		17		16		15	***************************************	14		13		12		11		10	Ref	
		M	M-F 10a News	M	M-F 1p Days Of Our Lives		M-F 9a Today Show II		M-F 7a Today Show		M-F 7p News		M-F 6a News	The state of the s	M-F 6p News	: :	M-F 530p News	: T	M-F 530a News	ा :	M-F 5p News	;;	M-F 4p Dr Oz	::-	M-F 3p Doctors	Sales Product Details	
			02		02		01		01		7.0		01		01		01		0.1		01		01		02	Rev Type	
	Weekly																										
Closed PR	Weekly Totals: Total Spots(Ord Spots)		275		600		1050		2000		2200		1500		2600		1700		550		1700		1130		750	Rate	
	Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Туре	Chart
			Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		
1	69								1		1		1						-1		1				1	10/22	1
-1	41		1		1																					10/29	
2	110		1		-		1		-1-		-1				_				1				1		*	Total	
			275		600		1050		2000		2200		1500		2600		1700		550		1700		1130		750	Cost	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1







WFLA-TV P.O. Box 1410 Tampa, FL 33601

Client:	American Crossroads/ Issue	S	Submission Cost		255850	Campaign Baf:	N8622853U-⊒	77280	
Buyer:	; ,	<u>Ω</u>	Client/Product/Estimate:		11 /27 /1257	Sales Rep:	HRP W	HRP Washington, DC	<u>ი</u>
Schedule Dates:	10/22/12 to 11/04/12	W	Weeks:		2	Order Ref:	06387728	28	
Est./PO Number:	06387728	ς,	Contract type:		Political	Business Type:	POLITICAL	CAL	
Associated Copies: No	No					Business Category: Transactions	y: Transac	tional	
Ref Sales Product Details	first Details	Rev Type		Pate	Spot	10/33	10/20	Total	Cast

	2		٠			Closed PR				
	110	41	69	ANALYST	Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Week			
2600	1	ń		Nbr of Spots	30	2600		01	M-F 6p News	33
					Comme				M	
1700	-1	1		Nbr of Spots	30	1700		01	M-F 530p News	32
					Comme				M	
550	1			Nbr of Spots	30	550		01	M-F 530a News	31
					Comme				Vi	
1130	-3			Nbr of Spots	30	1130		01	M-F 4p Dr Oz	36
					Comme				M	
750	1			Nbr of Spots	30	750		02	M-F 3p Doctors	29
					Comme				M	
450	1	1		Nbr of Spots	30	450	***************************************	02	M-F 2p Rachael Ray	28
					Comme				M	
400	u.à.	→		Nbr of Spots	30	400		01	M-F 12p Today Show III	27
					Comme				M	
225	1	>		Nbr of Spots	30	225	***************************************	02	M-F 11a Daytime	26
					Comme				M	
1300	1	<u> </u>		Nbr of Spats	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	25
					Comme				M	
2500	-13	1		Nbr of Spots	30	2500		01	M-Su 11p News	24
					Comme				M	
250	1			Nbr of Spots	30	250		02	M-F 1030a Extra	23
					Comme				M	
7500	1	1		Nbr of Spots	30	7500		01	Mon 10p ET / 9p CT Revolution	22
Cost	Total	10/29	10/22		Type	Rate		Rev Type	Sales Product Details	Ref
		11							- Application -	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

Client: American Crossroads/ Issue Submission Cost: 255850 Campaign Ref: E:063877280 Buyer: Client/Product/Estimate: 11/27/1257 Sales Rep: HRP Washington, DC Schedule Dates: 10/22/12 to 11/04/12 Weeks: 2 Order Ref: 06387728 Est./PO Number: 06387728 Contract type: Political Business Type: POLITICAL Associated Copies: No Business Category: Transactional	<u> </u>	10/20 Total Cost	10/20	10/22	Spot	Rate	Rev Type	duct Details	Ref Sales Product Details
American Crossroads/ Issue Submission Cost: Client/Product/Estimate: 11/27/1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 06387728 Contract type: Business Category:									
American Crossroads/ Issue Submission Cost: Client/Product/Estimate: 10/22/12 to 11/04/12 Weeks: Contract type: Submission Cost: 255850 Campaign Ref: 11/27/1257 Sales Rep: 2 Order Ref: Business Type:		nsactional	gory: Trai	Business Cate			The second secon	No	Associated Copies:
American Crossroads/ Issue Submission Cost: Client/Product/Estimate: 10/22/12 to 11/04/12 Submission Cost: 255850 Campaign Ref: 11/27 /1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 2 Order Ref:		LITICAL		Business Type:	Political	itract type:	Con	06387728	Est./PO Number:
American Crossroads/ Issue Submission Cost: 255850 Campaign Ref: Client/Product/Estimate: 11/27/1257 Sales Rep:		387728	063	Order Ref:	2	eks:	Wee	10/22/12 to 11/04/12	Schedule Dates:
American Crossroads/ Issue Submission Cost: 255850 Campaign Ref:	m, DC	P Washingto	H	Sales Rep:	11 /27 /1257	nt/Product/Estimate:	Clie	d .	Buyer:
		163877280	E:0	Campaign Ref:	255850	mission Cost:	Sub	American Crossroads/ Issue	Client:

	2	٦	→			Closed PR				
	110	41	69	***************************************	Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	We			
1000	>			Nbr of Spots	30	1000		01	300000000000000000000000000000000000000	4
					Comme				S.	
7000				Nbr of Spots	30	7000		01	Sat 630p ET / 530p CT NBC Nightly News	43
					Comme				S.	
2650			<u>.</u>	Nbr of Spats	30	2650		01	Sat 1130p ET / 1030p CT Saturday Night Live	42
					Comme				S.	
2500			>	Nbr of Spots	30	2500		10	M-Su 11p News	41
					Comme				M	
1050	→	1		Nbr of Spats	30	1050		10	M-F 9a Today Show II	40
					Comme				M	
15000	-1			Nbr of Spots	30	15000		02	Mon 8-10p ET / 7-9p CT Voice	39
					Comme				M	
2200	1	-		Nbr of Spots	30	2200		01	M-F 730p Entertainment Tonight	38
					Comme				M	
2000	1			Nbr of Spots	30	2000		1.0	M-F 7a Today Show	37
					Comme				M	
2200	1	1		Nbr of Spots	30	2200		01	M-F 7p News	36
					Comme				M	
7000	ı			Nbr of Spots	30	7000		01	M-F 630p ET / 530p CT NBC Nightly News	35
					Comme				M	
1500	1	1		Nbr of Spots	30	1500		01	M-F 6a News	34
		4,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			Comme				M	
Cost	Total	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details	Ref
		Ш	30.7						THE PROPERTY AND ADDRESS OF THE PROPERTY ADDRESS OF THE PROPERTY AND ADDRESS OF THE PROPERTY ADDRESS O	

Alexandria VA 22314 Suite 555 66 Canal Center Plaza

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

							1 1 1 1 1 1 1 1 1 1			
Client:	American Crossroads/ Issue	Je	Submission Cost:	***************************************	255850	C	Campaign Ref:		E:063877280	
Buyer: Schedu	Buyer: 5. Schedule Dates: 10/22/12 to 11/04/12		Client/Product/Estimate: Weeks:		11 /27 /1257 2	O (6	Sales Rep: Order Ref:		HRP Washington, DC 06387728	DC
Est/PC	Est./PO Number: 06387728		Contract type:		Political	מון	Business Type:		TCAL	
Associ	Associated Copies: No	ANIMANANA TOTAL PROPERTY OF THE PROPERTY OF TH		T-0-D0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0			Business Category: Transactional	3ory: Transa	ctional	
Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/22	10/29	Total	Cost
	Sat 7a Today Show					100000000000000000000000000000000000000				
	S.				Comme					
45	Sun 10a Meet The Press	01			30	Nbr of Spots				
•	S				Comme	Closed PR	1		1	
46	Sun 6p News	01		1600	30	Nbr of Spots	1		->	1600
	S				Comme					
47	Sun 630p ET / 530p CT NBC Nightly News	01		8000	30	Nbr of Spots			<u>.</u>	8000
	S				Comme	Milah				
48	Sun 8a Today Show	01		1100	30	Nbr of Spots	-1		11	1100
	S				Comme					
49	Sun 815p ET / 715p CT NBC Sunday Night Football	01		28000	30	Nbr of Spots			→	28000
	S				Comme					
50	Sun 9a News	01		600	30	Nbr of Spots			1	600
	S				Comme					
51	M-F 1p Days Of Our Lives	02	weether to	600	30	Nbr of Spots	1		~~	600
	:				Comme					
52	M-F 10a News	02		275	30	Nbr of Spots	1			275
					Comme					
53	Thu 10p ET / 9p CT Rock Center	01		8000	30	Nor of Spots	1			8000
	A > 1 - 1 - 1				Comme					

Weekly Totals: Total Spots(Ord Spots)
Closed PR

2500

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Nbr of Spots

69

4

110

250

30

Nbr of Spots

Comme

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M-Su 11p News M-F 1030a Extra

02

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

Tatal Cont	40/00	10/22	Spot	Patr	Pay Type	Sales Product Details		Ref
ctional	νιγ: Transa	Business Category: Transactiona			AAAAAAAAAAAAAAA	No.	Associated Copies: No	Assoc
ICAL	POLITICA	Business Type:	Political	Contract type:	C	06387728	Est./PO Number:	Est/P
728	06387728	Order Ref:	2	Weeks:	×	10/22/12 to 11/04/12	Schedule Dates:	Sched
 HRP Washington, DC	HRP ₩	Sales Rep:	11 /27 /1257	Client/Product/Estimate:	C	÷ ·	••	Buyer:
 177280	E:063877280	Campaign Ref:	255850	Submission Cost:	s	American Crossroads/ Issue		Client
		***************************************		**************************************				1

	2	1	1			Closed PR				
	110	41	69		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Weel			
			_	Nbr of Spots	30	7000		01	News	66
					Conside	***************************************			M-F 630n ET / 530n CT NBC Nightiv	
1500	1			Nbr of Spots	30	1500		03	M-F 6a News	65
					Comme		THE TAXABLE PROPERTY.	MANATERIA	- a - a - a - a - a - a - a - a - a - a	
2600	1		-4	Nbr of Spots	30	2600		01	M-F 6p News	64
					Comme					
1700	1		1	Nor of Spots	30	1700		01	M-F 530p News	63
					Comme					
	1		1	Nbr of Spots	30	550		01	M-F 530a News	62
					Comme				: ,	
1130	-1			Nbr of Spots	30	1130		01	M-F 4p Dr Oz	61
					Comme				T	
	4		1	Nbr of Spots	30	750		02	M-F 3p Doctors	60
					Comme				T	
	1		1	Nbr of Spots	30	450		02	M-F 2p Rachael Ray	59
					Comme				T.	
	-		→	Nbr of Spots	30	400		01	M-F 12p Today Show III	58
					Comme				T.,	
	1		-1	Nbr of Spots	30	225		02	M-F 11a Daytime	57
					Comme				T	
	_			Nbr of Spots	30	1300		10	M-F 1135p ET / 1035p CT Tonight Show	56
					Comme					
Cost	Total	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details	Ref
***************************************			***************************************			T. T	***************************************			

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1







WFLA-TV P.O. Box 1410 Tampa, FL 33601

ž‡	10/29 Total Cost	10/29	10/22	Spot	Rate	Rev Туре	duct Details	Ref Sales Product Details
	actional	y: Transa	Business Category: Transactiona				: No	Associated Copies: No
	TICAL	POLITICAL	Business Type:	Political	Contract type:		06387728	Est/PO Number:
	728	06387728	Order Ref:	2	Weeks:		10/22/12 to 11/04/12	Schedule Dates:
	HRP Washington, DC	HRP V	Sales Rep:	11 /27 /1257	Client/Product/Estimate:			Buyer:
	E:063877280	E:0638	Campaign Ref:	255850	Submission Cost:	sue	American Crossroads/ Issue	Client:

	2	-1	7			Closed				
	110	41	69		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Wee			
					Comme				T	***************************************
1300	-3	1.3		Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	77
					Comme					
2500		>		Nbr of Spots	30	2500		01	M-Su 11p News	76
					Comme					
250		1		Nbr of Spots	30	250		02	M-F 1030a Extra	75
					Comme					
				Nbr of Spots	30			01	Tue 10p ET / 9p CT Go On	7.4
					Comme				Т	
275	1	-		Nbr of Spots	30	275		02	M-F 10a News	73
					Comme					
600	1	ĺ		Nbr of Spots	30	600		02	M-F 1p Days Of Our Lives	72
					Comme				T	
1050	1			Nor of Spots	30	1050		01	M-F 9a Today Show II	71
					Comme				:	
3500	-13			Nbr of Spots	30	3500		03	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night	70
					Comme				T	
2200	1		1	No of Spots	30	2200		01	M-F 730p Entertainment Tonight	69
					Comme				T	
2000	->			Nbr of Spots	30	2000		01	M-F 7a Today Show	68
					Comme				;	
2200	1		1	Nbr of Spots	30	2200		01	M-F 7p News	67
					Comme				T	
Cost	Total	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details	Ref
***************************************	***************************************									

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

	110	41	69		(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Weekly			
					Comme		***************************************			
2000	3	1		Nbr of Spots	30	2000		01	M-F 7a Today Show	89
					Comme					
2200	1	_		Nbr of Spots	30	2200		01	M-F 7p News	88
					Comme					
1500	-1	1		Nbr of Spots	30	1500	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	01	M-F 6a News	87
					Comme				:	
2600	-	1		Nbr of Spots	30	2600		01	M-F 6p News	86
		**********			Comme				T	
1700				Nbr of Spots	30	1700		01	M-F 530p News	85
					Comme					
550		>		Nbr of Spots	30	550		01	M-F 530a News	84
					Comme				.T	
1700	1	2		Nbr of Spots	30	1700		01	M-F 5p News	83
					Comme					
1130	1			Nbr of Spots	30	1130		01	M-F 4p Dr Oz	82
					Comme				T	
750				Nbr of Spots	30	750		02	M-F 3p Doctors	81
					Comme				T	
450	1	1		Nbr of Spots	30	450		02	M-F 2p Rachael Ray	80
					Comme					
400		1		Nbr of Spots	30	400		01	M-F 12p Today Show III	79
					Comme				.T	***************************************
225	1	-1		Nbr of Spots	30	225		02	M-F 11a Daytime	78
Cost	Total	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details	Ref
	Fransactional		business Category:	WIIII					Associated copies. INO	ASSOCIATE
	TICAL		Business Type:	, m	Political		Contract type:		?	Associated Control
	728		Order Ref:	ō	. 2		Weeks:			Schedule Dates:
DC	HRP Washington, DC		Sales Rep:	S	11 /27 /1257		Client/Product/Estimate:			Buyer:
	E:063877280		Campaign Ref:	ς,	255850		Submission Cost:		American Crossroads/ Issue	Client:

Closed PR

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

41 110								
	- CG		(Cid opoto)	Total opols Old opols				
	3 -	Nbr of Spots	30	750	Wool	02	M-F 3p Doctors	101
			Comme				.W	
1	1	Nbr of Spots	30	450		02	M-F 2p Rachael Ray	100
			Comme				.W	
1		Nbr of Spots	30	400		01	M-F 12p Today Show III	99
			Comme				W	
1	1	Nbr of Spots	30	225		02	M-F 11a Daytime	98
***************************************			Comme				.W	
		Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	97
			Comme				W	
1	1	Nbr of Spots	30	2500		03	M-Su 11p News	96
			Comme				W	
1	1	Nbr of Spots	30	250		02	M-F 1030a Extra	95
			Comme				W	
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-	-4	Nbr of Spots	30	600		02	M-F 1p Days Of Our Lives	92
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1 1		Nbr of Spots	30	1050		01	M-F 9a Today Show II	91
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3 1		Nbr of Spots	30	11000		03	Tue 8-10p ET / 7-9p CT Voice	90
10/29 Total	10/22	0.0000000000000000000000000000000000000	Spot Type	Rate		Rev Туре	Sales Product Details	Ref
ype: POLITICAL ategory: Transactional	Business Type: Business Category:		Political		Contract type:	AND THE PROPERTY OF THE PROPER	umber: 06387728 d Copies: No	Est./PO Number: Associated Copies:
06387728	Order Ref:		2		Weeks:			Schedule Dates:
Ret: E:063877280	Campaign Ref: Sales Ren:		255850		Client/Product/Estimate:		:: CIOSSICAOS/ISSO	Buyer:

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1







WFLA-TV P.O. Box 1410 Tampa, FL 33601

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					Comme					W
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					Comme					W
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	E:063877280		Campaign Ref:	Ω	255850		Submission Cost:		American Crossroads/ Issue	Client:

	1 20	45	74			
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	Spot Type	:30 Commercial	:30 Commercial	ARE AN EXPENSE AND		
	Pre-empt Date	10/22/12	10/29/12		Mon	
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Net Total:	Commission:	Gross Total:	- 1
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RED HEAULINE# 6387728 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENO ORDER WORKSHEET

AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP FAX# 703-516-9680

CHANGES OCT22/12 21.37 *** WFLA-TV ***

CITY TAX FLIGHT DATES OCT24/12 PROCT ORDER AOX # 対して AMERICAN CROSSROADS AGY. NOV. STATE TAX NAME NAME ISS/AMER. CROSSROADS CROSSROADS OCT30/12 WK-1 ALEXANDRIA, (T) EST#1257 CONTRACT CANAL CENTER PLAZA, COMMENTS: (LINE, MEDIA # 6387728 VA 22314 CO-OF BILLING NEEDED LLC SUITE ORDER, INVOICE) \mathcal{G} CLASS: NATL. BUYER NAME **界瓦里.**# SALES PRSN WA-MICHELLE 〇円円,# MEGHAN MCGARR LOCAL SANTUOSO DATE OCT22/12 REGIONAL SALESMAN (H)# 21.37

REP: PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN TTL SAME FGM CHANGE REVISION 10/22

CON CM AMERICAN CROSSROADS

PROGRAM : DAYTIME CON COM1: DAYTIME	7 NZ 1100A-1200N	PROGRAM : NEWS	4 NZ 1030A-1100A	PROGRAM : NEWS	2 NZ 1000A-1030A	AGENCY ADVERTISER CODE = 27	:LINE#:REP :CD: TIME PERIOD :
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	\$225.00		\$250.00		\$275.00	AGENCY EST#	SEC: RATE:
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REF: TEL# 703-516-9399 CREDIT ADVISORY: AGENC ORDER WORKSHEET 6-9399 FAX# 703-516-9680 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP

CHANGES OCT22/12 21.37
*** WFLA-TV ***

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RED HEAPTINE# 6387728
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP (

OCT19/12 19.03 *** WFLA-TV ***

CON CM	प्र । ।	CITY T	FLIGHT	RDOH.	ORDER			- # AGK	ADV #
AMERICAN CROSSROADS	NEW ORDER TTL \$262,350 @11X PLEASE CONFIRM THANKS! KIM FOR MEGHAN	TAX STATE TAX CO-OP BILLING NEEDED	DATES OCT24/12 OCT30/12 WK-1	AMERICAN CROSSROADS EST#1257 COMMENTS: (LINE, ORDER, IN	# CONTRACT # 6387728	ALEXANDRIA, VA 22314	66 CANAL CENTER PLAZA, SUITE 555	AGY. NAME CROSSROADS MEDIA LLC	ADV. NAME ISS/AMER. CROSSROADS
			10000	NVOICE)	CLASS: NATL.		SALES PRSN WA-	BUYER NAME MI	REP.#
		DATE OCT19/12	The second state of the se		LOCAL REGIONAL		- MEGHAN MCGARR (H)	MICHELLE SANTUOSO	OFF.# SALESMAN
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OCT19/12 19.03
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		AGENCY	9399
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	HARRIS REPORT FROM REP	AGENCY CREDIT RISK !!!	FDX
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REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03
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	ORUER WORKSHEET	CREDIT ADVISORY: AGENCY O	REP: TEL# 703-516-9399
		AGENCY	-9399
	HARRIS	CREDIT	
	HARRIS REPORT FROM REP	CREDIT RISK !!!	FAX#
	ROM REE		703-51
*** WFLA-	OCT19/12		FAX# 703-516-9680
-TV ***	9.03		

PROGRAM : D	75 103	PROGRAM : F	74 100	PROGRAM : E	73 100	PROGRAM : E	72 100	PROGRAM : 7	71 900	FROGRAM : C	70 800	TROGRAM : I	69 73	PROGRAM : CON COM1:	68 70	PROGRAM : CON COM1:	67 70	THE THE TOTAL THE
DAYTIME XXX	030A-1100A	PARENTHOOD-NEC	1000F-1100P	DAYTIME NUNS	1000A-1030A	DAYS-OUR LIVES	100F-200F	TODAY SHW2-NBC	900A-1000A	COMMUNITY-NBC/PARK	4006-4008	EXTRAS EXTRAS	30P-800P	TODAY SHW	00A-900A	ENT TONIGHT 30< NULS	00P-730P	+ Mr
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OCT19/12 19.03
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PROGRAM :	NEWS CHANNEL 8	Wdile Wdile						
77	1135P-1237A	ω 0	\$1,300.00	10/30	10/30	∺	TUE	니
PROGRAM :	: TONITE SHW-NBC<							
78	1100A~1200N	30	\$225.00	10/30	10/30	ļ-w)	TUE	1
PROGRAM :	11AM PAID 11AM PAID	PROG/1130AM P	PAID PRUMM					
79	1200N-100P	30	\$400.00	10/30	10/30	لسا	TUE	ن ـــــ
PROGRAM :	: TODAY SHW3-NBC							
80	200P-300P	30	\$450.00	10/30	10/30	نسا	TUE	J uud
PROGRAM :	: RACHAEL RAY							
8 1	300P-400P	30	\$750.00	10/30	10/30	ļu	TUE	H
PROGRAM :	: DOCTORS<							
8 N	400P-500P	ы О	\$1,130.00	10/30	10/30	 	TUE	Ы
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თ სა	500P-530P	30	\$1,700.00	10/30	10/30	Η	TUE	Н
PROGRAM :	: NWSCH8 AT 5P<							
& 4.	530A-600A	30	\$550.00	10/30	10/30	⊬	TUE	Н.
PROGRAM	: NCS TODAY05:30<							

CON COM1: NC8 TODAY@5:30<

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP (

OCT19/12 19.03
*** WFLA-TV ***

93 1000A-1030A	PROGRAM : DAYS-OUR LIVES	92 100F-200F	PROGRAM : TODAY SHW2-NBC	91 900A-1000A	PROGRAM: THE VOICE RESULTS	dn 2006-4008 06	PROGRAM: TODAY SHW	89 700A-900A	PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30 C	88 700P-730P	PROGRAM: NC8 TODAY@6AM<	87 600A-700A	PROGRAM: NWSCH8 AT SIX<	4005-4005	PROGRAM: NWSCH8 @5:30P<	85 5302-6002	LINE#: KER : CO: TIME PERIOD : I
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PROGRAM :	CHICAGO FIRE							
Ю (Л	1030A-1100A	30	\$250.00	10/24	10/24	 	WED	₩
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96	1100P-1135P	30	\$2,500.00	10/24	10/24	juni .	WED	⊣
PROGRAM :	NEWS CHANNEL 8	WATT8 Watt8						
97	1135P-1237A	30	\$1,300.00	10/24	10/24	٢	MED	止
PROGRAM : CON COM1:	TONITE SHW-NBC<	<i>A P</i>						
88	1100A-1200N	ස 0	\$225.00	10/24	10/24	H	WED	èт
PROGRAM :	11AM PAID PROG.	PROG/1130AM PAID PROG/1130AM PAID	PAID PRIMITIVE					
99	1200N-100P	30	\$400.00	10/24	10/24	T	WED	<u></u>
PROGRAM :	TODAY SHW3-NBC							
100	200P-300P	30	\$450.00	10/24	10/24	fund	WED	fund .
PROGRAM :	RACHAEL RAY RACHAEL RAY							
3 TOT	300P-400P	ы Э	\$750.00	10/24	10/24	Н	WED	₽
PROGRAM :	DOCTORS<							
102	400P-500P	ω Ο	\$1,130.00	10/24	10/24	1	WED	þad
PROGRAM :	DR. 02<							

Y CREDIT RISK !!!
HARRIS REPORT FROM REP OCT19/12 19.03

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LAW & ORDER SVO	40011-4006	TODAY SHW2-NBC	900A-1000A	TODAY SHW	700A-900A	ENT TONIGHT 30x	700P-730P	NC8 TODAY@6AM<	600A-700A	NWSCH8 AT SIX<	600P-630P	NWSCH8 @5:30P<	5302-6002	NC8 TODAY@5:30<	530A-600A	NWSCH8 AT 5P<	500P-530P	THE REAL OF
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REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENO ORDER WORKSHEET AGENCY CREDIT RISK !!!

AGENCY CREDIT RISK !!!

HARRIS REPORT FROM REP

OCT19/12 19.03
*** WFLA-TV ***

OCT/12 : LINE#:REP :CD: 171490.00 TIME NOV/12 PERIOD 90860.00 LGTH SEC RATE START DATE :SPTS: CONTRACT TOTAL TOTAL SPOTS NEEK : DAYS 262350.00 :SPTS:

MARKET TOTALS \$1,008,765

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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601

Associated Copies: No	ESt./PO Number: 0638/728			American Crossroads/ issue	
	Contract type:	Weeks:	Client/Product/Estimate:	Submission Cost:	The state of the s
	Political	N	11 /27 /1257	262350	***************************************
Business Category: Transaction	Business Type:	Order Ref:	Sales Rep:	Campaign Ref:	
v: Transactional	POLITICAL	06387728	HRP Washington, DC	E:063877280	

	Demographic:	Product:
	(L) Household	American Crossroads
MANAGEMENT AND	Order:	Booking Group:
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	M-F 2p Rachael Ray		M-F 12p Today Show III		M-F 11a Daytime		M-F 1135p ET / 1035p CT Tonight Show		M-Su 11p News		M-F 1030a Extra		Fri 10p ET / 9p CT Dateline NBC Friday	7	M-F 10a News		M-F 1p Days Of Our Lives	
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601

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E:063877280		Campaign Ref:	•	262350		Submission Cost:		American Crossroads/ Issue	••	Client:

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American Crossroads/ Issue Submission Number 813 Issue 1







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PHONE (813) 228-8888

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American Crossroads/ Issue Submission Number 813 Issue 1







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Original

Client:	American Crossroads/ Issue	Submission Cost:	262350	Campaign Ref:	E:063877280
Buyer:	4.	Client/Product/Estimate:	11 /27 /1257	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
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)S.	M-Su 11p News	M	M-F 9a Today Show II	M	Mon 8-10p ET / 7-9p CT Voice	W.,	M-F 730p Entertainment Tonight	M	M-F 7a Today Show	M	M-F 7p News	M	M-F 630p ET / 530p CT NBC Nightly News	M	M-F 6a News	M	M-F 6p News	M	M-F 530p News	M	Sales Product Details	
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410
Tampa, FL 33601

POLITICAI Transaction	Business Type: POLITICAL Business Category: Transaction:	Political	Contract type:	The state of the s	: No	Associated Copies: No
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HRP Washington, DC	Sales Rep:	11 /27 /1257	Client/Product/Estimate:		10/22/12 to 11/04/12	Schedule Dates:
E:063877280	Campaign Ref:	262350	Submission Cost:	ue	American Crossroads/ Issue	Clear

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Ref	f Sales Product Details	Rev Type		Rate	Spot Type		10/22	10/29	Total	Cost
42	Sat 1130p ET / 1030p CT Saturday Night Live	01		2650	30	Nbr of Spots				2650
	S.			VAN SERVICE AND ADDRESS OF THE PARTY OF THE	Comme			***************************************		
43	Sat 630p ET / 530p CT NBC Nightly News	01	7	7000	30	Nbr of Spots	-1		ω.	7000
	S.				Comme	***************************************				
44		01		1000	30	Nbr of Spots	>		1	1000
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45		01		6500	30	Nbr of Spots	1			6500
					Comme					
46		01		1800	30	Nbr of Spots		WHAT	1	1600
<u> </u>	S				Comme					
47	Sun 630p ET / 530p CT NBC Nightly News	01		8000	30	Nbr of Spots	→			8000
	S			***************************************	Comme					
48	Sun 8a Today Show	01		1100	30	Nbr of Spots	1		1	1100
	S				Comme					
49	Sun 815p ET / 715p CT NBC Sunday Night Football	01		28000	30	Nbr of Spots			>	28000
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50	Sun 9a News	93		600	30	Nbr of Spots	-1		1	600
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5	M-F 1p Days Of Our Lives	02		600	30	Nbr of Spots	-11		1	600
[Afrikaanse manganyi i Wallayaw Afrikaanse e e e e e e e e e e e e e e e e e e	Weekly	Totale: Total Spate	Ord Chata)	The state of the s				
			weekiy	Weekly lotals: Lotal Spots(Ord Spots)	Ord Spots)		70	41	1111	

Alexandria VA 22314 Suite 555 66 Canal Center Plaza

American Crossroads/ Issue Submission Number 813 Issue 1







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Original

	111	41	70		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Week				
550	1		11	Nbr of Spots	30	550		01	SWE	M-F 530a News	62
					Comme						
1130	-1		1	Nbr of Spots	30	1130		01	X	M-F 4p Dr Oz	61
					Comme					:	
750			1	Nbr of Spots	30	750		02	ors	M-F 3p Doctors	80
					Comme]	
450			1	Nbr of Spots	30	450		02	nael Ray	M-F 2p Rachael Ray	59
					Сотте						
400				Nbr of Spots	30	400		01	tay Show III	M-F 12p Today Show III	58
					Сотте					T	
225	-1		-	Nbr of Spots	30	225		02	ytime	M-F 11a Daytime	57
					Comme				The state of the s		
1300	3		-7	Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	M-F 1135p E Show	56
					Comme					:	
2500	_		1	Nbr of Spots	30	2500		01	ews	M-Su 11p News	55
					Comme					T.,	
250			>	Nbr of Spots	30	250		02	Extra	M-F 1030a Extra	54
					Comme					т. Т.:	
8000	_		7	Nbr of Spots	30	8000		01	Thu 10p ET / 9p CT Rock Center	Thu 10p ET	53
					Сатте						
275	1		1	Nbr of Spots	30	275		02	ws	M-F 10a News	52
					Comme					T.,,	
Cost	Total	10/29	10/22		Spot Type	Rate	0.000	Rev Type	uct Details	Sales Product Details	Ref
	Transactional	yory: Trans.	Business Category:	8		1111-			NO	Associated copies:	ASSOCI
	TICAL	: POLITICAL	Business Type:		Political		Contract type:			Est/PO Number:	Est/PC
	7728	06387	Order Ref:		2		Weeks:		10/22/12 to 11/04/12	Schedule Dates:	Schedu
DC	HRP Washington, DC		Sales Rep:	s c	11 /27 /1257		Client/Product/Estimate:		a .		Buyer:
Ç	77700		amnaian Dat		262350		Submission Cost	***************************************	American Crossroads/ Issue		Client

Alexandria VA 22314 Suite 555 66 Canal Center Plaza

Original

American Crossroads/ Issue Submission Number 813 Issue 1







PO. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

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Client:	American Crossroads/ Issue		Submission Cost:	ion Cost:		262350		Campaion Ref	F-063	F-063877280	
Buyer:			Client/Pro	Client/Product/Estimate:		11 /27 /1257		Sales Rep:	HRP V	HRP Washington, DC	റ്
Schedu	Schedule Dates: 10/22/12 to 11/04/12		Weeks:			2		Order Ref:	06387728	728	
Est/PO			Contract type:	type:		Political		Business Type:	POLITICAL	ICAL.	
Associ	Associated Copies: No							Business Category:	ory: Transa	Transactional	
Ref	Sales Product Details	Rev Type			Rate	Spot Type		10/22	10/29	Total	Cost
	mod .					Comme					
63	M-F 530p News	01		-	1700	30	Nbr of Spots				1700
	T					Comme					
84	M-F 6p News	01			2600	30	Nbr of Spots	1		1	2600
	,T					Comme					
65	M-F 6a News	01		1	1500	30	Nbr of Spots	1		-1	1500
	T					Comme					
66	M-F 630p ET / 530p CT NBC Nightly News	01			7000	30	Nbr of Spots	~*		-13	7000
	T					Comme					
67	M-F 7p News	01			2200	30	Nbr of Spots	1			2200
			•••••			Comme					
68	M-F 7a Today Show	01			2000	30	Nbr of Spots	→		1	2000
	T					Comme					
69	M-F 730p Entertainment Tonight	01			2200	30	Nbr of Spots	1		1	2200
	ТТ			,		Comme					
70	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night	03			3500	30	Nbr of Spots				3500
						Comme					
71	M-F 9a Today Show II	01			1050	30	Nbr of Spots	1		1	1050
						Comme					
72	M-F 1p Days Of Our Lives	02		1	600	30	Nbr of Spots		1	-1	600
		***************************************				Comme					
				₩eekly	Weekly Totals: Total Spots(Ord Spots)	Ord Spots)		70	41	111	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







PO. Box 1410 Tampa, FL 33601

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Original

	111	41	70		(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Week				
.,	-			The or Open	8						
1700		3		Nbr of Spots	30	1700	mooone and a second sec	01	News	33 M-F 5p News	8
					Comme					.T	
1130		.		Nbr of Spots	30	1130		01	Dr Oz	32 M-F 4p Dr Oz	82
					Comme					.T	
750	-	1		Nbr of Spots	30	750		02	Doctors	81 M-F 3p Doctors	83
					Comme					.T	
450	1	3		Nbr of Spots	30	450		02	M-F 2p Rachael Ray		80
					Comme					.T	
400	_	····x		Nbr of Spots	30	400		01	M-F 12p Today Show III		79
					Comme					.T	
225	1	1		Nbr of Spots	30	225		02	M-F 11a Daytime		78
					Comme					.T	
1300				Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show		77
					Comme					.T	
2500	-3			Nbr of Spots	30	2500		01	M-Su 11p News	76 M-Su 11	7:
					Comme					.T	
250	1			Nbr of Spots	30	250		02	M-F 1030a Extra	75 M-F 103	7:
					Comme					.T	
7500	1	1		Nbr of Spots	30	7500		01	Tue 10p ET / 9p CT Go On	74 Tue 10p	7,
					Comme				-	. .	
275	1	-		Nbr of Spots	30	275		02	a News	73 M-F 10a News	7.
Cost	Total	10/29	10/22	The state of the s	Туре	Rate	Additional and the second of t	Rev Type	Sales Product Details	Ref Sales Pr	ي
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	POLITICAL		Business Type:		Political		Contract type:		•	Est./PO Number:	Est.
	7728	06387728	Order Ref:		2		Weeks:		s: 10/22/12 to 11/04/12	Schedule Dates:	Sch
DC	HRP Washington, DC		Sales Rep:		11 /27 /1257	imate:	Client/Product/Estimate:		3,	/er:	Buyer:
	E:063877280		Campaign Ref:	***************************************	262350		Submission Cost:		American Crossroads/ Issue	nt:	Client:

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







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	A	in S	Sc	В	Ω
	Associated Copies: No	Est./PO Number:	Schedule Dates:	Buyer:	Client:
7	No	06387728	10/22/12 to 11/04/12	*	American Crossroads/ Issue
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		Contract type:	Weeks:	Client/Pr	Submiss
		type:		Client/Product/Estimate	Submission Cost:
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Spot		Political	2	11 /27 /1257	262350
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*0000	Business Category: Transactiona	Business Type:	Order Ref:	Sales Rep:	Campaign Ref:
40/30	ory: Trans	POLITICAL	06387728	HRP	E:063
10100 Total	actional	FICAL	7728	HRP Washington, DC	E:063877280
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	1111	41	70		(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Weeki			
								110000000000000000000000000000000000000	The state of the s	
10000				Nbr of Spats	30	10000		01	Wed 10p ET / 9p CT Chicago Fire	94
					Comme				W	
275	-1		1	Nbr of Spots	30	275		02	M-F 10a News	93
					Comme				W	
600			1	Nbr of Spots	30	600		02	M-F 1p Days Of Our Lives	92
					Comme				T	
1050	_	1		Nbr of Spots	30	1050		01	M-F 9a Today Show II	91
					Comme					
11000	->	1		Nbr of Spots	30	11000		03	Tue 8-10p ET / 7-9p CT Voice	90
					Comme				.Т	
2000	1	1		Nbr of Spots	30	2000		01	M-F 7a Today Show	89
					Comme				.T	
2200		1		Nbr of Spots	30	2200		01	M-F 7p News	88
					Comme			**********	.Т	
1500	-1	→		Nbr of Spots	30	1500		01	M-F 6a News	87
					Comme			-	Т	
2600	1	-		Nbr of Spots	30	2600		01	M-F 6p News	86
					Comme				<u> </u>	
1700	1	1		Nbr of Spots	30	1700		01	M-F 530p News	85
					Comme					
550	-			Nbr of Spots	30	550		01	M-F 530a News	84
					Comme					
Cost	Total	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details	Ref
	actiona	gory, iralis,	business category, iransactional		***************************************				Associated Achies, 140	7,0000101

Suite 555 66 Canal Center Plaza Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 issue 1







SELV-1V Tampa, Ft 33601 P.O. Box 1410

PHONE (813) 228-8888

Sales Rep:	Campaign Ref:	AND THE PROPERTY OF THE PROPER
HRP Washington, DC	E:063877280	Origina

Client: Buyer:

American Crossroads/ Issue

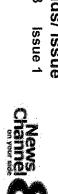
Submission Cost: Client/Product/Estimate:

262350

	111	41	70		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Weekly				
1700				Nbr of Spots	30	1700		01	M-F 530p News	L	105
					Comme						
550	1		1	Nbr of Spots	30	550		01	M-F 530a News		104
					Comme				***		
1700			ш.	Nbr of Spots	30	1700		2	M-F 5p News		- 1 03
					Comme				to a second seco		
1130	-1		-1	Nbr of Spots	30	1130		0.1	M-F 4p Dr Oz		102
					Comme		***************************************		***************************************		
750	-1		1	Nbr of Spots	30	750		02	M-F 3p Doctors		10.
					Comme				**************************************	VV	
450	-1		1	Nbr of Spots	30	450		02	M-F 2p Rachael Ray	100 M-F 2	k
					Comme				70000	W	
400			1	Nbr of Spots	30	400		01	M-F 12p Today Show III	99 M-F 1	_G
					Comme				44 t	VV	
226	1		1	Nbr of Spots	30	225		02	M-F 11a Daytime	98 N-F 1	φ.
					Comme				***	W	
1300			3	Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	97 M-F 1 Show	10
					Comme					VV	T-
2500	1		1	Nbr of Spots	30	2500		01	M-Su 11p News	96 M-Su	í.
					Comme					W.	
250	1		-1	Nbr of Spots	30	250		02	M-F 1030a Extra	35 M.F.	m
					Comme				1 × 1	W	
Cost	Total	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details	Ref Sales	ת
	actional	jory: Irans	Business Category: Iransactional						1 6][
	POLITICAL	: POLI	Business Type:		Political		Contract type:		nber: 06387728 Copies: No	EST./PO Number: Associated Copies:	Ass
ככ	06387728	06387728	Order Ref:		2		Weeks:			Schedule Dates:	Sch
3	No princeton	GGT	Sales Ren.		11 /27 /1257	nate:	Client/Product/Estimate:		14.	buyer.	000

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

MANAGEMENT		A STATE OF THE STA			Original
Client:	American Crossroads/ Issue	Submission Cost:	262350	Campaign Ref:	E:063877280
Buyer:	3.	Client/Product/Estimate:	11 /27 /1257	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
Est./PO Number:	06387728	Contract type:	Political	Business Type:	POLITICAL
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	111	41	70		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1		
					Comme			W	
10000	-1		1	Nbr of Spots	30	10000	01	Wed 9p ET / 8p CT Law & Order SVU	1111
					Comme			W	
1050	-1		-1	Nbr of Spots	30	1050	01	M-F 9a Today Show II	110
					Comme	-		W	
2000	-1		1	Nbr of Spots	30	2000	01	M-F 7a Today Show	109
					Comme			W	
2200			>	Nbr of Spots	30	2200	01	M-F 7p News	108
					Comme			W	
1500	1		1	Nbr of Spots	30	1500	0.7	M-F 6a News	107
					Comme			.W	
2600	>		1	Nbr of Spots	30	2600	0.1	M-F 6p News	106
					Comme			W	
Cost	Total	10/29	10/22		Spot Type	Rate	Rev Type	Sales Product Details	Ref
				7,17,11,11,11,11,11,11,11,11,11,11,11,11		**************************************			

Grand
Totals

	Grand Totals:		Cost	Spots		1
	W		262350	111	Totals	***************************************
		TOTAL PROPERTY OF THE PROPERTY	171490	70	10/22	Month 10 Weeks: 4
Gross Total:	Spots:		ANNA CARLO DE LA CARLO DEL CARLO DE LA CARLO DE LA CARLO DEL CARLO DE LA CARLO DEL LA CARLO DE LA CARL		10/29	Month 11 Weeks: 4
262,350.00			90860	41		

39,352.50 222,997.50

Commission: Net Total:



Suite 555

REF#: 11

Crossroads Media

66 Canal Center Plaza

/27

/1257

ALEXANDRIA VA 22314

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 228-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

American Crossroads/ Issue

HRP Washington, DC

American Crossroads

REP_;

SLSP:

ADV :

PROD

2012 INVOICE DATE WFLA I SS

10/28/12 E:063877280 WFLA

WFLA (Washington Dc)

ORDER TYPE

Political

INVOICE NUMBER

PAGE BROADCAST MONTH 1 10/01/2012 - 10/2

0100033188 SCHEDULE DATES

10/22/12-11/04/12

Standard Broadcast Month

Door	0.000.000.000.000	. 4 2									Standard	Broadcast	Month
Desc:	Campaign Op	OFTO	n Numbe	er 1	l, Boo	k i n	9 1			TERMS: NE	T 30 DAYS.		
	SCHEDU	ĹΕ						ACTUAL BR	OADCAST	60 (200) Salata		RECONC	ILIATION
DE	Campaign Op SCHEOU SCRIPTION	PRICE	RT/SS	# PEI	DATE	DAY	TIME	LENGTH M/G FOR	PRODUCT DESCRIP	TION	PRICE	REMARKS	DEBIT/CREDIT
												restant	
M-F	1p Days Of	Dur	Lives				*WFLA		: 30	Commercial			
	600	00.0	1	1	10/26	FR	01:45P	30	USPRTV25ACH	1	600.00		
M-F	10a News						*WFLA			Commercial			
	275	5.00	2	1	10/26	FR	10:28A	30	USPRTV25ACH	l	275.00		
Fri	10p ET / 9p								: 30	Commercial			
	10000	.00	3	1	10/26	FR	10:29P	30	USPRTV25ACH	1 1	0000.00		
M-F	1030a Extra	t					*WFLA		: 30	Commercial			
	250	.00	4	1	10/26	FR	10:41A	30	USPRTV25ACH	1	250.00		
M-Su	i 11p News						*WFLA		: 30	Commercial			
	1030a Extra 250 11p News 2500	.00	5	1	10/26	FR	11:21P	30	USPRTV25ACH	1	2500.00		
M-F	1135b FI /	103	ap CI I	oni	gh		*WFLA		: 30	Commercial			
	1300	.00	6	1	10/26	FR	12:23A	30	USPRTV25ACH		1300.00		
M~F	11a Daytime	}					*WFLA		: 30	Commercial			
				1	10/26	FR	11:20A	30	USPRTV25ACH		225.00		
	12p Today S						*WFLA			Commercia1			
	400	.00	8	1	10/26	FR	12:28P	30	USPRTV25ACH		400.00		
M-F	2p Rachael 450	Ray					*WFLA		: 30	Commercial			
	450	.00	9	1	10/26	FR	02:44P	30	USPRTV25ACH		450.00		
M-F	3p Doctors						*WFLA		: 30	Commercial			
	750			1	10/26	FR	03:39P	30	USPRTV25ACH		750.00		
M-F	4p Dr Oz						*WFLA		: 30	Commercial			
	1130			1	10/26	FR	04:38P		USPRTV25ACH		1130.00		
M∽F	5p News						*WFLA		: 30	Commercial			
	1700			1	10/26	FR	05:29P	30	USPRTV25ACH		1700.00		
M-L	530a News						*WFLA			Commercia1			
	550	.00	13	1	10/26	FR	05:52A	30	USPRTV25ACH		550.00		
M-F	530p News 1700				1 .		*WFLA		: 30	Commercial			
	1700	.00	14	1					USPRTV24ACH		1700.00		
amananan mak	Cresto de Casa da Casa		5.370000000000000000000	Carrier Cowale	NGSGASANTAN	***	Continu	led ***					

PERIOD COST

171,490.00

69 Total Units ACTUAL GROSS BILLING 164,990.00 AGENCY COMMISSION 24,748.50 140,241.50 NET DUE

SUB-TOTALS TOTAL RECONCILING

Debits Credits

.00 6,500.00-6,500.00CR

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Tampa, FL 33601



ADVERTISER

PRODUCT

American Crossroads/ Issue

American Crossroads

INVOICE NUMBER 0100033188 BROADCAST MONTH

10/01/2012 - 10/28,

AMOUNT BUE

140,241.50

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*00169

000021453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

WFLA-TV REMITTANCE PROCESSING CENTER P.O. BOX 26425 RICHMOND VA 23260-6425 <u>|</u>



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2012 INVOICE DATE WFLA I SS

10/28/12 E:063877280

ORDER TYPE

Political WFLA

PAGE BROADCAST MONTH

WFLA (Washington Dc) REP_: HRP Washington, DC SLSP:

INVOICE NUMBER 0100033188

2 10/01/2012 - 10/2

American Crossroads/ Issue ADV__: PROD: American Crossroads

SCHEDULE DATES 10/22/12-11/04/12

									10/22,	/12-11/04	1/12	
REF#:										Standard	l Broadcast	Month
Desc:	Campaign Option	Numbe	r 1	, Bool	king	31			TERMS: N	ET 30 DAYS.		
	SCHEDULE		ğ. 11.	W			ACTUAL BROAD	CAST	erre de la T	1919	RECONCILIATION	Y Pr. 1
DE	SCRIPTION PRICE	RT/SS	PER	DATE	DAY	TIME	LENGTH M/G FO			PRICE	30 195 · 335	DEBIT/CREDIT
		9 1 BRW		1 8 1		400	STATE NAMES V	OH PHODUCT DESCRIPT				ia. (()
M-F	6p News					*WFLA		+30	Commercia	ı		
	2600.00	15	1	0/26	FR	06:09P	30	USPRTV25ACH	oomme, e tu	2600.00		
M-F	6a News		•	1 - ,		*WFLA			Commercia			
	1500.00	16	1	10/26	FR	06:58A	30	USPRTV25ACH	Commet C / E	1500.00		
M-F	7p News		•	, 0, 20		*WFLA	00		Commercial			
	2200.00	17	4	0/26	E D	07:15P	30	USPRTV25ACH	Commercia			
M-F	7a Today Show		•	0,20	1 1	*WFLA	30		Cammanada	2200.00		
,	2000.00	18	1	10/26	= D	08:29A	30		Commercia			
86 - E	9a Today Show II		,	0/20	rĸ		30	USPRTV25ACH		2000.00		
144 1	-			10/00	c n	*WFLA	20		Commercial			
M_C.	1050.00	19	1	10/26	٣ĸ	09:57A	30	USPRTV24ACH		1050.00		
IM.™SC	11p News				٠.	*WFLA			Commercial			
C - 4	2500.00				SA	11:21P	30	USPRTV25ACH		2500.00		
Sat	1130p ET / 1030p			1 .		*WFLA			Commercial			
	2650.00	42			SA	12:00A	30	USPRTV25ACH		2650.00		
Sat	630p ET / 530p C					*WFLA			Commercial			
	7000.00	43	1	0/27	SA	06:47P	30	USPRTV25ACH		7000.00		
Sat	7a Today Show					*WFLA		:30	Commercial			
	1000.00	44	1	0/27	SA	07:56A	30	USPRTV25ACH		1000.00		
Sun	10a Meet The Pre	SS				*WFLA		:30	Commercial			
	6500.00	45	1	0/28	SU		30			.00	Preempted	6500.00~
Sun	6p News					*WFL.A		:30	Commercial			
	1600.00	46	1	0/28	SU	06:28P	30	USPRTV25ACH		1600.00		
Sun	630p ET / 530p C	T NBC	Nig	gh		*WFLA			Commercial			
	8000.00	47			SU	06:59P	30	USPRTV25ACH		8000.00		
Sun	8a Today Show			-		*WFLA			Commercial			
	1100.00	48	1	0/28	SU	08:54A	30	USPRTV24ACH		1100.00		
Sun	815p ET / 715p C				-	*WFLA			Commercial			
	28000.00	49	1		SU	08:21P	30	USPRTV25ACH		8000.00		
Sun	9a News		•	,		*WFLA			Commercial			
•	600.00	50	4	0/28	SH	09:27A	30	USPRTV25ACH	Outside Colum	600.00		
M-F	1p Days Of Our L		•	,		*WFLA			Commercial			
	600.00	51	1	0/25	TH	01:27P	30	USPRTV25ACH	commercia:	600.00		
M-F	10a News	• .	•	0, 20		*WFLA			Commercial			
	275.00	52	1	0/25	тн	10:18A	30	USPRTV24ACH	Commercia	275.00		
Thu	10p ET / 9p CT R					*WFLA	00		Commercial			
1110	8000.00	53			ты	10:43P	30	USPRTV25ACH	Commercial			
M-F	1030a Extra	00	'	10/23	111	*WFLA	30		O	8000.00		
144 1	250.00	54	4	0/25	ты	10:59A	30		Commercial			
M_C.	250.00 1 11p News	54	'	10/23	1 1.1		30	USPRTV25ACH		250.00		
M-30	•	==		0/05	T1 (*WFLA	00		Commercial			
N4 — E"	2500.00	55			I M	11:30P	30	USPRTV25ACH		2500.00		
IA IA	1135p ET / 1035p					*WFLA	~~		Commercial	1		
	1300.00	56	1	10/25	ΙĦ	12:08A	30	USPRTV25ACH	_	1300.00		
IVI I*	11a Daytime	pre son		0/0-	 :-	*WFLA			Commercial	;		
	225.00	57	1	10/25	H	11:30A	30	USPRTV25ACH		225.00		
M+F	12p Today Show I					*WFLA			Commercial	t t		
	400.00	58	1	10/25	ΙH	12:55P	30	USPRTV25ACH		400.00		
MIT	2p Rachael Ray					*WFLA		: 30	Commercial			
				*	**	Continu	led ***					

PERIOD COST

171,490.00

69 Total Units

ACTUAL GROSS BILLING

AGENCY COMMISSION NET DUE 140,241.50

164,990.00 24,748.50 TOTAL RECONCILING

Debits Credits SUB-TOTALS

.00 6,500.00-6,500.00CR



REF#: 11

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

WFLA I SS 10/28/12 E:063877280

ORDER TYPE

Political

E:06387728 WFLA

DEBIT/CHEDIT

Crossroads Media 66 Canal Center Plaza Suite 555

REP_: WFLA (Washington Dc)

O100033188 SCHEDULE DATES 3 10/01/2012 - 10/2

PAGE BROADCAST MONTH

ALEXANDRIA VA 22314

/27

/1257

Desc: Campaign Option Number 1, Booking1

SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

10/22/12-11/04/12

Standard Broadcast Month

RECONCILIATION REMARKS

TERMS: NET 30 DAYS.

	ENVE	SCHEDULE		1."	Nation of the last	1	Act	UAL BROAD			187.78
Ç	DE	SCRIPTION PRICE	RT/SS#	PEA	DATE	DA'	Y TIME LEN		OR PRODUCT DESCRIPT	ION PRIC	E Å
		450.00	59	1	10/25	тн	02:30P	30	USPRTV25ACH	450.00	
	M-F	3p Doctors		,	0,20	, , , ,	*WFLA	30		450.00 Commercial	
		750.00	60	1	0/25	TH	03:58P	30	USPRTV25ACH	750.00	
	M−F	4p Dr Oz					*WFLA		:30	Commercial	
		1130.00	61	1	0/25	TH	04:40P	30	USPRTV25ACH	1130.00	
	M-F	530a News 550.00	60		10/05	mer i	*WFLA	00		Commercial	1
	M-F	530p News	62	1	0/25	ım	05:59A *WFLA	30	USPRTV25ACH	550.00 Commercial	
		1700.00	63	1	0/25	тн	05:45P	30	USPRTV25ACH	1700.00	
	M-F	6p News			.,	,	*WFLA			Commercial	
		2600.00	64	1	0/25	ΤH	06:15P	30	USPRTV25ACH	2600.00	
	M-F						*WFLA			Commercial	
	M_E	1500.00	65 CT NBC	1 .	1 - 1	TH	06:10A	30	USPRTV25ACH	1500.00	
	V - -	630p ET / 530p 7000.00	66 66	Nig		TLI	*WFLA 06:52P	30	:30 USPRTV24ACH	Commercial	
	M-F	7p News	00	•	0/23	111	*WFLA	30		7000.00 Commercial	
		2200.00	67	1	0/25	TH	07:24P	30	USPRTV25ACH	2200.00	
	M-F	7a Today Show					*WFLA			Commercial	
		2000.00	68			ΤH	O8:56A	30	USPRTV25ACH	2000.00	
	M~F	730p Entertain		_			*WFLA			Commercial	
	Thu	2200.00 8-9p ET / 7-8p	69 CT 30 F	1		ŧΗ	07:54P *WFLA	30	USPRTV25ACH	2200.00	
	ma	3500.00	70	1		тн	08:21P	30	USPRTV25ACH	Commercial 3500.00	
	M-F	9a Today Show	_	•	0, 20		*WFLA	00		Commercial	
		1050.00	71	1	0/25	TH	09:59A	30	USPRTV25ACH	1050.00	
	M-F	1p Days Of Our					*WFLA		:30	Commercial	
	м г	600.00	92	1	0/24	₩E	01:58P	30	USPRTV25ACH	600.00	
	M-F	10a News 275.00	93	1	0/24	id E	*WFLA 10:28A	30		Commercial	
	Wed	10p ET / 9p CT			ir	WL	*WFLA	30	USPRTV24ACH	275.00 Commercial	
		10000.00	94			WE	10:28P	30	USPRTV25ACH	10000.00	
	M-F	1030a Extra			,		*WFLA	_		Commercial	
		250.00	95	1	0/24	WE	10:42A	30	USPRTV25ACH	250.00	
	M-Su	1 11p News	0.0		10/01		*WFLA			Commercial	ļ
	M-F	2500.00 1135p ET / 1035	96 5n CT To	1 1		ME	11:14P *WFLA	30	USPRTV25ACH	2500.00	
	,,, ,	1300.00	97	1		WF	11:57P	30	USPRTV25ACH	Commercial 1300.00	
	M-F	11a Daytime	- '	Ċ	, ·	** ==	*WFLA	00		Commercial	
		225.00	98	1	0/24	WE	11:18A	30	USPRTV25ACH	225.00	
	M-F	12p Today Show					*WFLA		:30	Commercial	
	** =	400.00	99	1	0/24	WE	12:27P	30	USPRTV25ACH	400.00	
	M-F	2p Rachael Ray 450.00	100	1	10/24	ME	*WFLA 02:40P	30		Commercial	
	M-F	3p Doctors		!	U/, 24.	M C	*WFLA	30	USPRTV25ACH	450.00 Commercial	
		750.00	101	1	10/24	WE	03:54P	30	USPRTV25ACH	750.00	
	M-F	4p Dr Oz			•		*WFLA			Commercial	
		1130.00	102	1			O4:38P	30	USPRTV25ACH	1130.00	
					*	**	Continued	***			

PERIOD COST

171,490.00

69 Total Units

ACTUAL GROSS BILLING

AGENCY COMMISSION NET DUE 164,990.00 24,748.50 140,241.50

SUB-TOTALS
TOTAL RECONCILING

Debits Credits .00 6,500.00-6,500.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM UILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



REF#: 11

Crossroads Media

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

WFLA I SS

ORDER TYPE

10/28/12 E:063877280

Political **WFLA**

:30

:30

USPRTV25ACH

USPRTV25ACH

Commercial

Commercial

1050.00

10000.00

PAGE BROADCAST MONTH

66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

/27

M-F 9a Today Show II

1050.00

Wed 9p ET / 8p CT Law & Order

10000.00

Total Airtime Gross Spot Revenue:

110

111

1

/1257

WFLA (Washington Dc) REP : HRP Washington, DC SLSP:

0100033188 SCHEDULE DATES 4 10/01/2012 - 10/2

ADV__:

American Crossroads/ Issue American Crossroads

10/22/12-11/04/12

Standard Broadcast Month

TERMS: NET 30 DAYS.

Desc: Campaign Option Number 1 Booking1 SCHEDULE ACTUAL BROADCAST RECONCILIATION DESCRIPTION RT/SS# PER LENGTH M/G FOR PRODUCT DESCRIPTION DATE DAY REMARKS TIME PRICE DEBIT/CREDIT M-F 5p News *WFLA :30 Commercial 1700.00 103 O/24 WE O5:15P 30 USPRTV25ACH 1700.00 M-F 530a News *WFLA :30 Commercial 550.00 104 O/24 WE 05:59A USPRTV25ACH 30 550.00 M-F 530p News *WFLA :30 Commercia1 USPRTV25ACH 1700.00 105 0/24 WE 05:58P 30 1700.00 M-F 6p News *WFI A :30 Commercial 2600.00 106 O/24 WE O6:15P 30 USPRTV24ACH 2600.00 M-F 6a News *WFLA :30 Commercial 1500.00 107 10/24 WE 06:23A 30 USPRTV25ACH 1500.00 M-F 7p News *WFLA :30 Commercial 2200.00 108 USPRTV25ACH 0/24 WE 07:16P 30 2200.00 M-F 7a Today Show *WFLA :30 Commercial 2000.00 109 0/24 WE 08:56A 30 USPRTV25ACH 2000.00

30

30

*WFI A

*WFLA

164,990.00

O/24 WE 09:56A

10/24 WE 09:17P

PERIOD COST

171,490.00

69 Total Units

ACTUAL GROSS BILLING AGENCY COMMISSION 164,990.00 24,748.50

SUB-TOTALS TOTAL RECONCILING

Debits Credits

.00 6,500.00-6,500.00CR

NET DUE 140,241.50 WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



REF#: 11

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 228-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

WFLA I SS

11/25/12 E:063877280

ORDER TYPE

Political

WFLA

Crossroads Media 66 Canal Center Plaza

Suite 555 ALEXANDRIA VA 22314

/27

/1257

WFLA (Washington Dc) REP__: HRP Washington, DC SLSP: ADV__:

PROD:

American Crossroads/ Issue American Crossroads

0100033810 SCHEDULE DATES 1 10/29/2012 - 11/2

PAGE BROADCAST MONTH

10/22/12-11/04/12

Standard Broadcast Month

ES 20 177 s	11 /2/ /	123/		_			Standard Broadcast Month					
Desc:	Campaign Option	n Number	r 1	, Boo	kin	g1	Standard Broadcast Month TERMS: NET 30 DAYS. ACTUAL BROADCAST RECONCILIATION LENGTH M/G FOR PRODUCT DESCRIPTION PRICE REMARKS DEBIT/CREDIT					
	SCHEDULE						ACTUAL	BROADCAST		RECONCILIATION		
DE	SCRIPTION PRICE	RT/SS#	PER	DATE	DAY	Y TIME LEN	GTH M/G F	OR PRODUCT DESCRIPT	ION PRICE	REMARKS DEBIT/ODEDIT		
* _	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1					tion in the strain of his hope of		[설립별기의 전략 및 4일 기원 수	ION PRICE			
M-F	1p Days Of Our	Lives				*WFLA		:30	Commercial			
	600.00	20	1	10/29	MO	01:00P	30	USPRTV25ACH	600.00			
M-F	10a News					*WFLA			Commercial			
	275.00	21	1	10/29	MO	10:29A	30	USPRTV24ACH				
Mon	10p ET / 9p CT	Revolut	tio	h		*WFLA			Commercial			
	7500.00	22	1	10/29	MO	10:37P	30	USPRTV25ACH	7500.00			
M−F	1030a Extra					*WFLA			Commercial			
	1030a Extra 250.00	23	1	10/29	MO	10:53A	30	USPRTV25ACH				
M-Si	11p News 2500.00					*WFLA			Commercial			
	2500.00	24	1	10/29	ΜO	11:13P	30	USPRTV25ACH				
	1135p ET / 1039							:30				
	1300.00	25	1	10/29	MO	12:29A	30	USPRTV25ACH				
M-F	iia Daytime					*WFLA			Commercial			
	225.00			10/29	ΜÖ	11:19A	30	USPRTV25ACH				
M-F	12p Today Show	III				*WFLA			Commercial			
	400.00	27	1	10/29	MO	12:26P	30	USPRTV25ACH				
M-F	2p Rachael Ray					*WFLA			Commercial			
	450.00	28	1	10/29	MO	02:33P	30	USPRTV25ACH				
M-F	3p Doctors					*WFLA			Commercial			
	750.00	29	1	10/29	MO	03:30P	30	USPRTV25ACH				
M-F	4p Dr Oz					*WFLA			Commercial			
	1130.00	30	1	10/29	MO	04:19P	30	USPRTV25ACH				
M-F	530a News					*WFLA		:30	Commercial			
	550.00	31	1	10/29	MO	05:57A	30	USPRTV25ACH	550.00			
M-F	530p News					*WFLA			Commercial			
	1700.00	32	1	10/29	MO	O5:40P	30	USPRTV25ACH	1700.00			
M-F	6p News					*WFLA			Commercia1			
	2600.00	33	1	10/29	MO	O6:24P	30	USPRTV25ACH	2600.00			
dvelakska karana karaneren	Sicilian Santa Sant Arab Program (no est recursos entre o Araba Araba (no esta de la compositor de la composit	handa dan uma kending utawa kender	SPERMINE P	Secure of the second of the second	***	Continued			1			
	2019-1-19-10 ELECTROS EN 1881-1-18 (1881-1881)	GROWNER BY EAST PRODUCTION OF THE PARTY.	不可以为王的		SACTOR AND STR	\$477 DOMESTIC OFFICE STATES OF SECURITION OF	AND DESCRIPTION OF THE PARTY OF			医克里氏氏管性骨髓 医克雷氏反射 电电影性分词 医自己性 医皮肤 医皮肤管 医水管 化氯化 医大胆性病 化电流流流 化二氯化镁 化二氯化镁		

PERIOD COST

83,360.00

41 Total Units 90,860.00 ACTUAL GROSS BILLING 13,629.00 AGENCY COMMISSION 77,231.00 NET DUE

Debits Credits SUB-TOTALS TOTAL RECONCILING

.00 7,500.00

7,500.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION.

PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

P.O. Box 1410 Tampa, FL 33601



ADVERTISER

PRODUCT

American Crossroads/ Issue

American Crossroads

INVOICE NUMBER 0100033810 BROADCAST MONTH

10/29/2012 - 11/25/

AMOUNT DUE

77,231.00

REMIT TO:

*00158

000021453 Crossroads Media 66 Canal Center Plaza Suite 555 **ALEXANDRIA VA 22314**

WFLA-TV REMITTANCE PROCESSING CENTER P.O. BOX 26425 RICHMOND VA 23260-6425



REF#: 11

Crossroads Media

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

WFLA I SS

11/25/12 E:063877280

Political

WFLA

REP_:

WFLA (Washington Dc) HRP Washington, DC

0100033810 SCHEDULE DATES 2 10/29/2012 - 11/2

PAGE BROADCAST MONTH

Suite 555 ALEXANDRIA VA 22314

66 Canal Center Plaza

/27

/1257

SLSP: American Crossroads/ Issue ADV_: American Crossroads PROD:

10/22/12-11/04/12

Standard Broadcast Month TERMS: NET 30 DAYS.

	11 /27 /			_						Broadcast	Month
Desc:	Campaign Option	n Numbe	ır 1	, Boo	kin	g1	t skatten 11 m. t. m.	Alla interes de de la la compete est	TERMS: NET 30 DAYS.	1 · 1 · 1 · 1 · 1 · 1 · 1 · 1 · 1 · 1 ·	menele en la secti
	SCHEDULE	3480		ŀ				CAST		RECONCILIATION	
DE	SCRIPTION PRICE			DATE	DA1	Y TIME L	ENGTH M/G F	OR PRODUCT DESCRIPT	ION PRICE	REMARKS	DEBIT/CREDIT
·		2000	-05 19		2 11.	5 - 100-00-1 9120	1 . 16 %		40 AV 10	는데 10 년이 11 11 12 1일 1년 12 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ere e na n
M-F	6a News					*WFLA		.30	Commercial	1	
•••	1500.00	34	1	10/29	MO	06:28A	30	USPRTV25ACH	1500.00	1	
M-F	630p ET / 530p			1 '		*WFLA			Commercial	1	
	7000.00				МО	06:53P	30	USPRTV24ACH	7000.00	1	
M-F	7p News			-,		*WFLA			Commercial	1	
	2200.00	36	1	10/29	MO	07:26P	30	USPRTV25ACH	2200.00		
M-F	7a Today Show					*WFLA			Commercial		
	2000.00	37	1	10/29	MO	07:28A	30	USPRTV25ACH	2000.00	:	
M-F	730p Entertain	ment To	nig	ht		*WFLA		:30	Commercial	1	
	2200.00				MO	07:46P	30	USPRTV25ACH	2200.00	1	
Mon	8-10p ET / 7-9p	p CT Vo	ice			*WFLA			Commercial	1	
	15000.00	39	1	10/29	MO	08:25P	30	USPRTV25ACH	15000.00	1	
M-F	9a Today Show	II				*WFLA		: 30	Commercial	1	
	1050.00	40	1	0/29	MO	09:29A	30	USPRTV25ACH	1050.00	i	
M F	1p Days Of Our	Lives				*WFLA		: 30	Commercial		
	600.00	72	1	0/30	TU	01:56P	30	USPRTV25ACH	600.00	i	
M-F	10a News					*WFLA		:30	Commercial	1	
	275.00	73	1	10/30	TU	10:17A	30	USPRTV25ACH	275.00	i	
Tue	10p ET / 9p CT	Go On				*WFLA		:30	Commercial	ı	
	7500.00	74	1	10/30	TU		30		.00	Preempt	.00-
										Program	
										Change	
M-F	1030a Extra					*WFLA		: 30	Commercial		
	250.00	75	1	10/30	TU	10:59A	30	USPRTV25ACH	250.00	i	
M-Si	ı 11p News					*WFLA		: 30	Commercial		
	2500.00	76	1	10/30	TU	11:23P	30	USPRTV25ACH	2500.00		
M-F	1135p ET / 103!	5p CT T	oni	фh		*WFLA		: 30	Commercial	1	
	1300.00	77	1	10/30	TU	12:09A	30	USPRTV25ACH	1300.00	•	
M-F	ila Daytime					*WFLA			Commercial		
	225.00		1	10/30	TU	11:07A	30	USPRTV25ACH	225.00		
M-F	12p Today Show	III				*WFLA		: 30	Commercial		
	400,00	79	1	10/30	TU	12:28P	30	USPRTV25ACH	400.00		
M-F	2p Rachael Ray					*WFLA		_	Commercial		
	450.00	80	1	10/30	TU	02:19P	30	USPRTV25ACH	450.00		
M-F	3p Doctors			١.		*WFLA			Commercial		
	750.00	81	1	10/30	TU	03:59P	30	USPRTV25ACH	750.00	ı	
M-F	4p Dr Oz			١.		*WFLA			Commercial	i	
	1130.00	82	1	10/30	TU	04:39P	30	USPRTV25ACH	1130.00	i	
M-F	5p News			1		*WFLA			Commercial	i	
	1700.00	83	1	10/30	TU	05:24P	30	USPRTV25ACH	1700.00	1	
M-F	530a News			l	_	*WFLA	_	-	Commercial	ı	
	550.00	84	1	10/30	TU	05:59A	30	USPRTV25ACH	550.00	i	
M-F	530p News	100		L		*WFLA			Commercial	ı	
	1700.00	85	1	10/30	TU	05:58P	30	USPRTV24ACH	1700.00		
M-F	6p News			1		*WFLA			Commercial		
	2600.00	86	1	10/30	TU	06:23P	30	USPRTV25ACH	2600.00		
M-F	6a News					*WFLA		: 30	Commercial		
					***	Continue	ed ***				
				1							
				1							

PERIOD COST

83,360.00

41 Total Units ACTUAL GROSS BILLING AGENCY COMMISSION

NET DUE

90,860.00 13,629.00 77,231.00

Debits SUB-TOTALS Credits TOTAL RECONCILING

7,500.00 .00 7,500.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE WFLA I SS

ORDER TYPE

Political

11/25/12 E:063877280 WFLA

Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

/27

WFLA (Washington Dc) REP_: HRP Washington, DC SLSP:

INVOICE NUMBER 0100033810

3 10/29/2012 - 11/2

ADV : PROD-

American Crossroads/ Issue American Crossroads

SCHEDULE DATES

10/22/12-11/04/12

PAGE BROADCAST MONTH

Standard Broadcast Month TERMS: NET 30 DAYS.

REF#: 11 /1257 Desc: Campaign Option Number 1, Booking1

RECONCILIATION

经帐款货币 电异文层	"车"电话 医金属蛋白蛋白蛋白蛋白 计信息 化化自动泵	4.73		8 1 1 1 1 1 1	医二角角形	化电影 医电影电影电影	ALSO REPORT OF THE PROPERTY OF	3			3 114 - 3 (4 1 - 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	\$ P
DE	SCRIPTION PRICE	RT/SS	# PER	DATE	DAY	TIME	LENGTH M/G FOR	PRODUCT DESCRIPT	ION	PRICE	REMARKS	DEBIT/CREDIT
••									Sec. 14.1	. 7, 35		· 24
	1500.00	87	1	10/30	TU	06:22A	30	USPRTV25ACH	150	00.0		
M-F	7p News					*WFLA		:30	Commercial			
	2200.00	88	1	0/30	TU	07:08P	30	USPRTV25ACH	220	0.00		
M-F	7a Today Show					*WFLA		:30	Commercial			
	2000.00	89	1	10/30	TU	O8:41A	30	USPRTV25ACH	200	00.0		
Tue	8-10p ET / 7-9p	CT Vo	ice			*WFLA		: 30	Commercia1			
	11000.00	90	1	0E\01	ΤU	09:40P	30	USPRTV25ACH	1100	00.0		
M-F	9a Today Show II	[*WFLA		: 30	Commercial			
	1050.00	91	1	10/30	TU	09:26A	30	USPRTV24ACH	1050	00.0		
NBC	News Special					*WFLA		: 30	Commercial			
	7500.00	112	1	10/30	TU	10:37P	30	USPRTV25ACH	7500	0.00	MAKEGOOD	7500.00
			MG	FOR:	7	74 10/30						

Total Airtime Gross Spot Revenue: 90,860.00

PERIOD COST

83,360.00

41 Total Units ACTUAL GROSS BILLING

AGENCY COMMISSION

90,860.00 13,629.00

SUB-TOTALS TOTAL RECONCILING

Debits 7,500.00 Credits .00 7,500.00

NET DUE 77.231.00 WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROFISER LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION,